

# Tissue and Hygiene in Denmark

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## Abstracts

In tissue and hygiene in Denmark, retail and away-from-home (AFH) current value sales continued to grow strongly in 2023, driven mainly by price increases. Price inflation remained elevated compared to the early-to-mid-review period, but lower than the 2022 spike. Moreover, the rate of inflation showed signs of slowing in the second half of 2023. Nonetheless, higher input costs covering areas like material sourcing, labour, distribution and transportation, resulted in relatively strong inflation...

Euromonitor International's Tissue and Hygiene in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Tissue and Hygiene market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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